

Making Multi-Family Dwelling Recycling a Reality

Presented by

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RethinkWaste.org

South Bayside Waste Management Authority

About the SBWMA/RethinkWaste

- SBWMA (South Bayside Waste Management Authority) is a joint powers authority of 12 communities in southern San Mateo County.
- Main goal is to assist cities to meet state-wide mandated waste reduction goals.
- We work with Allied Waste and our customers through policy, planning, and programs.

The MFD Recycling Problem

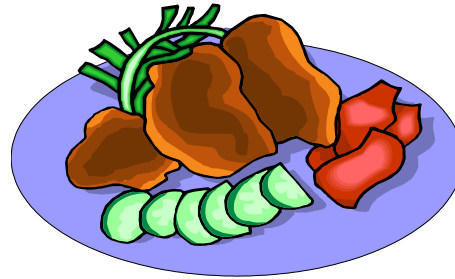
- Special hauling category
 - Not commercial or residential
 - Somewhere in between
- Difficult to direct outreach to audience
- Some apathetic property managers and owners
- Limited in-unit storage space

The Last Frontier

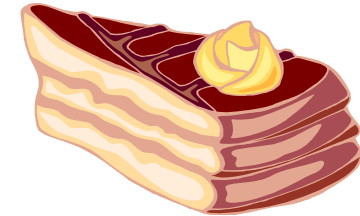
Cafeteria Approach



- Recycling Service and Carts
- Recycling Buddies



- Visual prompts
- Property manager toolkit
- Progress report
- E-newsletter



- Volunteer recycling advocate
- Green Teams
- RecyCool Club



Recycling Service and Carts

- Incentive – Recycling at no cost
- Hauler provides service and carts
- Carts and bins need to meet space needs
- Remove garbage to add recycling carts

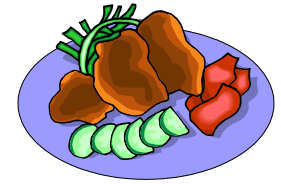




Recycling Buddy

- In-unit container as bucket or bag
- Convenient storage of recyclables
- Simplifies transport and sorting of recyclables

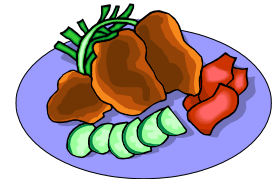




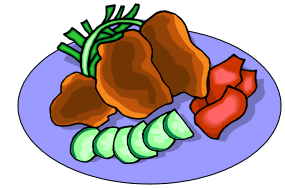
Visual Prompts

- Identification of accepted and not accepted materials
- Stickers on bins and carts
- Friendly posters
- “Green Corner”
- Show and tell presentation

Recycling Toolkit for Property Managers



- Recycling and resource conservation resources
 - Reuse, composting, hazardous and universal waste, less-toxic pest control, junk mail, C&D
- New resident handouts
 - Recycling guidelines, RecycleWorks, hazardous and universal waste
- Departing resident handouts
 - Reuse options, hazardous waste

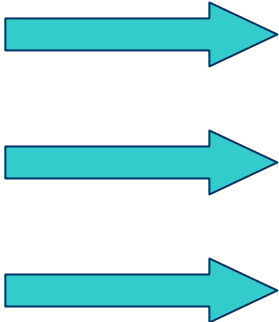


Progress Report

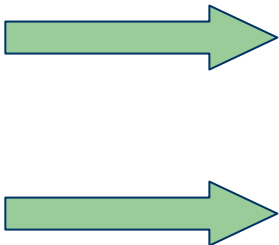
- Quarterly report indicating impact of recycling
- Opportunity to identify some areas for improvement
- Method for revisiting customer

Just the Facts

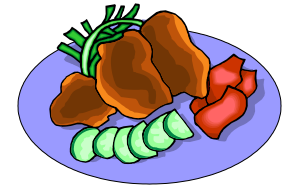
Your participation in recycling has made a huge impact on your community. Over the past six months, you have:

- 
- Improved your recycling rate by 13% to **39%**, thereby saving valuable resources and landfill space.
 - Expanded paper recycling to the equivalent of **12 trees-**worth of paper each week.
 - Reduced the amount of trash you generate by **13%!**

Keep up the excellent work; you're on the way to 50% recycling. A few easy things you can do to recycle more are:

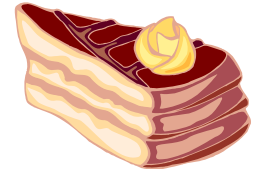
- 
- Recycle ***all bottles*** from your ***kitchen and bathroom***, such as shampoo or soaps; many of these containers are made into recycled plastic lumber.
 - Use your ***Recycling Buddy*** to store and transport your recyclables to the recycling carts.

The South Bayside Waste Management Authority (SBWMA) is a joint powers authority of twelve member agencies in San Mateo County and is a leader in innovative recycling and waste-reduction programs.



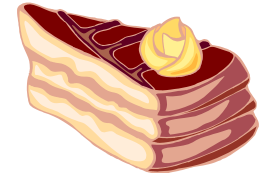
Electronic Newsletter

- Keep communication going by sending electronic reminders
- Provide some activities or events for managers or residents
- Many properties have newsletters, for which you can provide some tips



Volunteer Recycling Advocate

- Property manager or interested resident
- Train on what is recyclable and how to recycle it
- Present positive coaching tactics
- Share progress report for all residents

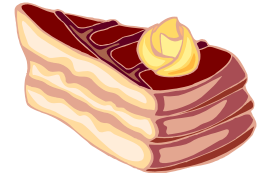


Green Teams

- Program to teach people how to live a more earth-friendly lifestyle
- Partner with public-benefit corporation Acterra
- Focus areas include waste reduction, chemical use reduction, water conservation, energy conservation



DOC RecyCool Club



- Offer free club membership for kids
- Provide tours of MRF
- Engage kids in recycling
- Help apply school-based learning to real project



Case Study: 220-unit apartment

	Pre-program
Garbage (y/wk)	64
Recycling (y/wk)	7
Recycling Rate	10%
Cost (monthly)	\$5,200
Per unit cost (mo)	\$23.94
Annual cost	\$63K

Case Study: Low-income housing

	Pre-program
Garbage (y/wk)	22
Recycling (y/wk)	0
Recycling Rate	0%
Cost (monthly)	\$2,300
Per unit cost (mo)	\$60.53
Annual cost	\$28K

Results

- Nearly 375 participating complexes
- Sizes range from 5-700 units
- Roughly 23,000 units participating
- Most prefer bag over bucket
- On average, 10% improvement in recycling; range of no change to over 50%
- Better communications with hauler
- Learn about HHW/Uwaste options

Challenges



- In-unit space constraints
- Resident turnover
- Addiction to trash service
- Demographics matter
- Small enclosures major challenge
- Property managers
- Garbage chutes

In-unit Space Constraints



- Issue:
 - Efficiency apartments or older properties have small storage space, especially in kitchen
- Solution:
 - Offer only Recycling Buddy in bag format
 - Emphasize handles for putting on back of door
- Remember: Some people just can't be satisfied!



Resident Turnover

- Issue: People move!
- Solution:
 - Replace recycling buddies
 - Remind property managers to replenish move-in/out handouts
- Caution: Ongoing costs – use DOC annual city/county payment or include in rates

Addiction to Trash Service



- Issue: Difficult to reduce trash service
- Solution:
 - Help set goals with property manager
 - Invoke a competitive spirit
 - Send reminders and take pictures
 - Share the pain in dollars
- Work it: Take advantage of turnover as an educational opportunity





Demographics Matter

- Issue: Every property is unique!
- Solution:
 - Offer customized solutions taking the majority's needs into consideration
- Caution: Watch out for those that take advantage of your services

Small Enclosures



- Issue: Enclosures are too small
- Solution:
 - Swap some trash containers for recycling containers
 - Offer cost analysis of enclosure modifications
 - Invoke strong enclosure ordinances
- Warning: Short-term mindset oftentimes wins



Property Managers

- Issue: Some are less cooperative
- Solution:
 - Work to their interests
 - Share that residents want recycling
 - Highlight cost savings
- Remember: Property managers are special people

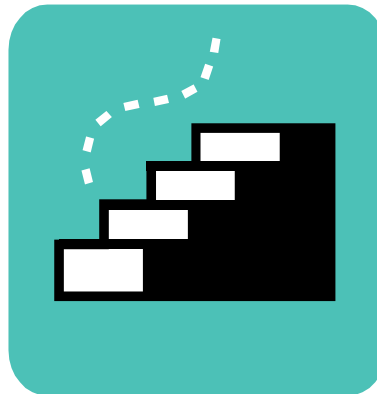
Garbage Chutes



- Issue: ...Encourage one stop disposal
- Solution:
 - Close them down
 - Add recycling to chute room
 - Increase outreach
- Opportunity:
 - New construction with multiple chutes

What's Next?

- New design for Recycling Buddies
- New outreach materials
- Revised web site



Contact

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Literature

Grants

Community-based Social Marketing Methodology

Colleagues

Existing Programs